

IICA Conducts Programme on Insurance Marketing Practical and Classroom Training (IMPACT)

The School of Finance, IICA, conducted a programme on Insurance Marketing Practical and Classroom Training (IMPACT) from September 1 to 5, 2014. Junior and mid-level officers and top executives from several banks participated in the programme.

The programme focused on various topics such as distribution models, business & marketing strategy, MIS for bank assurance, regulatory guidelines, product mix, persistency management, customer service and retention etc. across Life, General and Health Insurance.

Specific attention was focused on interaction between faculty and bank representatives in order to understand their function-specific issues and find resolution through bank-specific strategy.